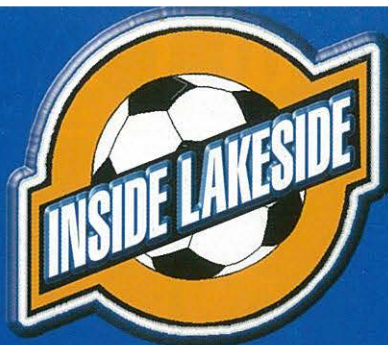


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Gippsland Falcons 22.03.98

Perth Glory 29.03.98

Carlton SC 12.04.98



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**MESSAGE FROM
GEORGE VASILOPOULOS**

Welcome fans and friends back to the Bob Jane Stadium after a short break due to the National Team commitments.

With eight games to go we are sitting pretty on top of the ladder which has been long overdue, approx. five years in fact. So we have plenty to play for from now to the end of the season where our expectations are very high and we hope to see South Melbourne leading the charge for the 1997/98 Ericsson Cup Championship.

Thank you for all your support during the season and remember keep supporting the leagues
No. 1 team!!!

Puma are unveiling a new Paul Trimboli poster that will be placed in two very prominent areas in Melbourne; Flinders Street Station and at Melbourne Airport.

We thank Puma Australia and in particular John Forbes for this, which will further increase our exposure to the Victorian Public.

The launch will be held in the Sports Bar after the game against Marconi on Sunday 22 February 1998.

Sneak a peak at this poster in the match day program.

A MESSAGE FROM THE COACH

We are now entering the final stretch of the season and obviously the most important part for us. Our results have meant that we are in a position to really tackle this final phase with plenty of confidence. Our goals have not changed since the start of the year and obviously a top two finish is our top priority. I would still like us to finish in top place as I still think that's an indication of who the best team was over the 26 games.

Of course there is still a lot of football to be played and I am sure the league still holds plenty of twists and surprises. With many teams still in contention some exciting games are in store, hopefully played in front of big crowds. In this run up to the finals nothing really changes for us, the focus is still on getting results on the weekend and not looking beyond that.

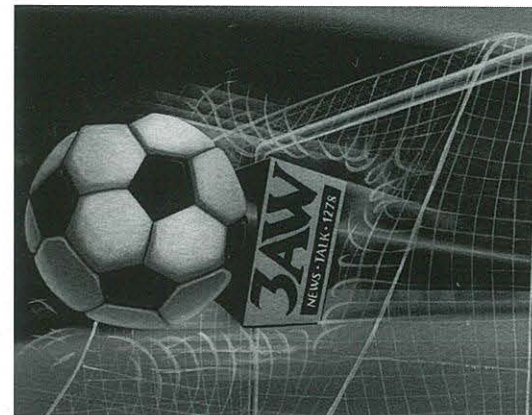
Our home games are most important at this time. you find the teams that win their home games usually finish higher in the table because away games become more difficult to win. Our home record has been pretty good this year and with good crowd support I hope that continues. Bob Jane Stadium still provides the best soccer atmosphere in the country and I believe that this is a great advantage to us so the supporters are going to play a big part in the lead up to the finals.

It is an exciting time for all involved at the club and no doubt some great football is in store for all of us.



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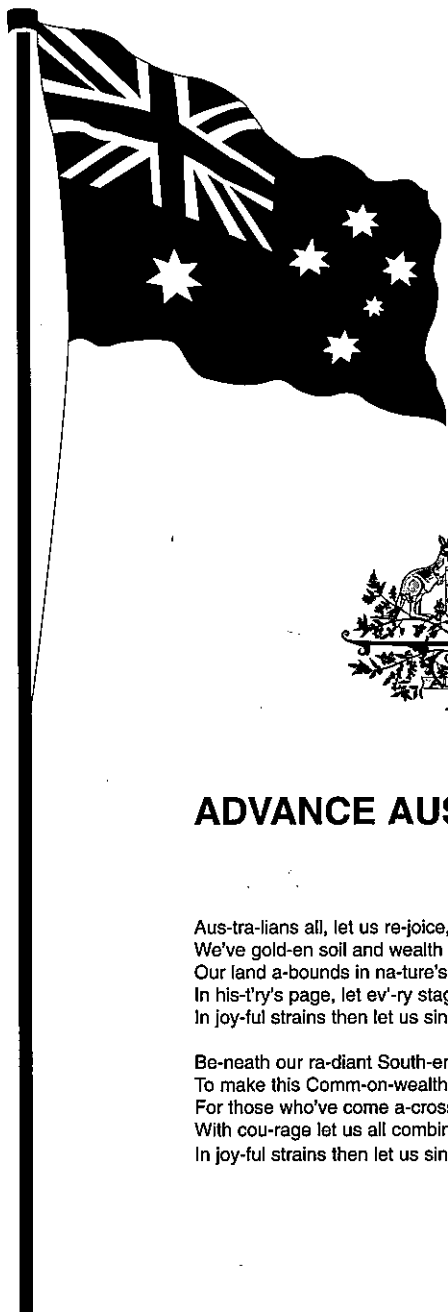
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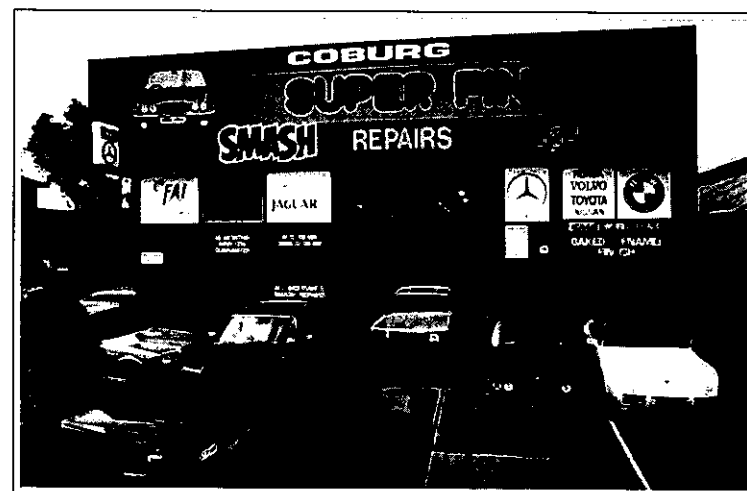
ADVANCE AUSTRALIA FAIR

Aus-tra-lians all, let us re-joice, for we are young and free,
We've gold-en soil and wealth for toil, our home is girt by sea;
Our land a-bounds in na-ture's gifts, of beau-ty rich and rare,
In his-t'ry's page, let ev'-ry stage Ad-vance Aus-tra-lia fair;
In joy-ful strains then let us sing, Ad-vance Aus-tra-lia fair.

Be-neath our ra-diant South-ern Cross, we'll toil with hearts and hands,
To make this Comm-on-wealth of ours, re-nowned of all the lands;
For those who've come a-cross the seas, we've bound-less plains to share,
With cou-rage let us all combine to Ad-vance Aus-tra-lia fair;
In joy-ful strains then let us sing, Ad-vance Aus-tra-lia fair.

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KEN'S CORNER

THE WORLD STAGE AWAITS LOZA

In past seasons Goran Lozanovski has been terrorising A-League teams, including SM, with his pace, aggression and of course his trade mark crosses. So when Ange Postecoglou wooed him to SM last year, it bought an air of confidence and anticipation into every SM fan's mind.

It didn't take long for Lozanovski to show what he had to offer, his goal against Brisbane in round 1, was simply scintillating and the injury troubles of his previous season at Collingwood seemed well in the past. But soccer can be a very cruel game, a tough tackle just before half time, saw his knee looking like a spring and a season full of promise seemed over. Luckily it would only be a short term injury, and it wasn't long before he was back in the starting eleven.

SM is currently leading the competition, a position that has been so close yet so far in recent campaigns. Many might say Lozanovski has provided that added class and determination that has been missing, but only time can vindicate such a statement.

Lozanovski has always been seen as a potential superstar, but injuries have kept following when he seemed ready to take on the world. This was most evident at the Atlanta Olympics, where despite being one of the key players in helping the Olyroos qualify, an injury kept him to the one appearance off the bench. Therefore preventing him from showing the world his undeniable class and probably costing him a lucrative European contract.

Lozanovski's continued good form couldn't be denied and it was of little surprise that he was chosen to be a part of the Soccerroo squad for the recent Optus World Series.

For Australia's first challenge, against Chile, he was left out of the starting line-up. But after a dismal first half by the Aussies, Venables looked no further than Goran Lozanovski to help lift a flat performance. And lift he did, Lozanovski simply destroyed the Chileans with his tenacity, speed and crossing and suddenly, he made the Aussies look like world beaters. Using that deadly right foot cross, he even set up some good chances.

He may well have been Australia's best on field, if not for his tenacity and eagerness getting the better of him. A late and high challenge late in the game cost him a red card and a place in the following match against South Korea.

Many expected Lozanovski to start in the third game of the series, against Japan, but somehow he was overlooked and it wasn't until the 85th minute that he was given a run. What is the use of that! The only thing anybody can do in the dying minutes of a game already lost, is an injury and that's exactly what nearly happened. Within a minute or two of coming on, Lozanovski's knee was suddenly looking a bit frail, but the sighs of relief could be felt all around Melbourne when Loza quickly regained his footing.

What I can't understand is, how could Venables ignore such a great player who nearly single-handedly changed the game against Chile. Surely this wasn't a disciplinary measure, after all it was perhaps Loza's willingness for the ball that cost him the red card. All I will say on this matter, is that it's just as well Lozanovski wasn't seriously injured, or else Mr Venables may have had a bit of explaining to do to the SM faithful.

A talent of Lozanovski's calibre are few and far between, some might say he is just as good, if not better than Lazaridis was when he was playing for West Adelaide. Lazaridis has moved on to be a very bright star in the English Premier League. One would assume a similar destiny is in line for Goran Lozanovski. Although we would all love him to stay at SM for many years, he may well become SM's first million dollar transfer.

With the 2002 World Cup campaign in mind, Goran Lozanovski must be seen as one of the players expected to take the next step by becoming part of the backbone to the Soccerroos. It is up to the Soccerroo coaching staff to give him the right chances and preparation and most of all, it's up to Goran himself, to make the most of any opportunity.

Goran Lozanovski the world awaits you, do South Melbourne proud!

THE 'COVENY' FILES

Helen Dimitrakakis interviews Vaughan Coveny

- HD: What has been the most memorable moment in your career as a soccer player?
- VC: Every time you play for your country it is memorable
- HD: Who has been the biggest influence on your career?
- VC: I've had many influences along the way, my family and all the coaches I've played under.
- HD: What is the funniest thing you've seen at South?
- VC: Steve Iosifidis - he cracks me up
- HD: If you could say anything at all to the supporters at South Melbourne, what would it be?
- VC: Continue your support.
More noise, more colour and enthusiasm will only add for positive results
- HD: What's your view on the disappointing exist of the soccerroos from the World Cup and on the current situation with Terry Venables?
- VC: I think Australia should have won the game against Iran. It would have brought alot more interest to the game and the NSL.
Australia needs a full time coach based in the country if they want to progress.
- HD: How do you see South Melbourne's chances in the finals this season and who do you believe will be the major challenger for the championship?
- VC: I rate us very highly for the championship this season and our aim is to finish in the top-2. All teams in the 6 are challengers
- HD: What is your opinion on the direction that the A-League and Soccer Australia are heading in (RE: inclusion of Carlton, Perth, Northern Spirit and privatization of clubs) and what do you believe should be done to make soccer in this country a bigger sport?
- VC: I think the inclusion of the new clubs is fantastic. They bring a lot of colour and excitement to the game. Soccer would become a lot bigger here if it was marketed correctly and if the National team continued to play in tournaments on a regular basis.
- HD: Being a New Zealand International, how do you see the state of New Zealand soccer and how does it compare to playing in Australia?

- VC: NZ soccer is always improving, although it is not at the same level as the game here.
- HD: South Melbourne over the last couple of years has been through some major changes and hopefully all for the better. what do you think still needs to be done so as it can reclaim that tag as biggest club in the country?
- VC: South Melbourne would be more successful if it became fully professional - all players and staff. They need to target the younger generation for their ideas as they are the future of the club and the game
- HD: What is it like player under an experienced and high profile coach like Frank Arok and now a young but also high profile coach like Ange Postecoglou?
- VC: There is not much difference playing under Frank or Ange, both have a great passion for the game and know how they want the game played. The only real difference is that Ange being a ex- player knows what it takes to win achampionship and what it means to the supporters.
- HD: What's your ultimate goal you have set yourself in your career?
- VC: To win the Championship and enjoy it!!!



YOUTH TEAMS TEAM LISTS

YOUTH TEAM

1	Theodore Patsiotis
2	Socratis Pappas
3	Louie Rozanitis
4	Zivanovic
5	Robert Liparoti
6	Tas Psonis
7	Gary Kostakis
8	Kon Karasavidis
10	James Kasikakis
11	Sam Klidonas
12	Tas Tragakis
13	Evan Papadopoulos
14	John Tambouras
15	Jim Drossos
18	Grant Kennedy
	George Bakatselos

ROCKETS

1	Frank Manganis
2	Aleksandar Mrkic
3	Phillip Klathas
4	Adem Kose
5	Nondas Manolitsis
6	Ozan Kara
7	Julian Zach
8	Leigh Squillaciotti
9	Erhan Bayraktar
10	George Loupos
11	Aytac Yilmaz
12	Joseph Falcone
13	Armando De Oliveira
14	Stuart Jones
15	Christian Barra
16	Steve Hatzis
17	Greg Trapis
18	Robert Murone
20	Nick Flaounas

REMAINING GAMES FOR THE YOUTH

Sat 21 Feb	Albury	v	Rockets	Diamond Park	4.00pm
Sun 22 Feb	Youth	v	Bulleen	Bob Jane Stadium	3.30pm
Sat 28 Feb	Heidelberg	v	Youth	Olympic Village	4.00pm
Sun 1 Mar	Rockets	v	VIS		
Fri 6 Mar	Bentleigh	v	Rockets	Kingston Heath	6.30pm
Sun 15 Mar	Albury	v	Youth	Diamond Park	6.00pm
Sun 22 Mar	Youth	v	Gippsland	Bob Jane Stadium	3.30pm
Sun 29 Mar	Youth	v	Altona	Bob Jane Stadium	3.30pm
Mon 30 Mar	Bulleen	v	Rockets	Wembley Stadium	7.00pm
Sun 4 Apr	Heidelberg	v	Rockets	Olympic Village	4.00pm
Sun 12 Apr	Gippsland	v	Rockets	Falcons Park	4.30pm
Sun 12 Apr	Youth	v	Carlton	Bob Jane Stadium	4.30pm

REMAINING SENIOR GAMES

Sun 22 Feb	Sth. Melb.	v	Marconi	BJS	6.00pm
Sun 1 Mar	West Adelaide	v	Sth. Melb.	Hindmarsh	7.30pm
Sun 8 Mar	Wollongong	v	Sth. Melb.	Brandon Park	6.30pm
Sat 14 Mar	Canberra	v	Sth. Melb.	Bruce Stad.	7.00pm
Sun 22 Mar	Sth. Melb.	v	Gippsland	BJS	6.00pm
Sun 29 Mar	Sth. Melb.	v	Perth Glory	BJS	6.00pm
Sun 5 Apr	Syd. UTD	v	Sth. Melb.	Parramatta Stad.	6.30pm
Sun 12 Apr	Sth. Melb.	v	Carlton	BJS	7.00pm

CLASH OF THE TITANS

After a well deserved break
South Melbourne takes on **Marconi**
for what may be
the Game of the Season

FEBRUARY 22, kick-off 6 pm
Bob Jane Stadium



SOUTH MELBOURNE



CLUB MARCONI

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***For* South Melbourne v Gippsland Falcons**

March 22, kick-off 6pm
Bob Jane Stadium

To avoid the queues pre-book your
tickets through **TICKET MASTER**
on 11500 or 11522

We would like to welcome our regional rivals to the Bob Jane Stadium. It is always a pleasure to have them here, where every game is a very competitive one. We would also like to wish Frank and his him all the best for the remainder of the season and Frank Personally on his new venture.



SOUTH MELBOURNE



GIPPSLAND FALCONS

BOB JANE STADIUM SET TO ROAR

South Melbourne v Perth Glory

March 29, kick-off 6pm
Bob Jane Stadium

To avoid the queues pre-book your
tickets through **TICKET MASTER**
on 11500 or 11522

We would like to welcome our rivals from across the nullibor where it is a pleasure to see so many soccer fan behind their team and supporting them.

Hopefully today we can emulate those figures and show Perth and the rest of the competition that South Melbourne has a huge following week in week out.



SOUTH MELBOURNE



PERTH GLORY

NEW SOCCER RIVALRY SET TO FORM TODAY

South Melbourne

v

Carlton SC

April 12, kick-off 6pm

Bob Jane Stadium

To avoid the queues pre-book your
tickets through **TICKET MASTER**
on 11500 or 11522

We would like to welcome Carlton to the Bob Jane Stadium for their 1st official Ericsson Cup visit and while we extend our hospitality off the field, things will surely be different on....

The Bushells Antipodes Cup which is an annual event has been on going for 7 years , traditionally played by South Melbourne and Heidelberg. This year we look forward to extending our invitation to the Carlton SC.



SOUTH MELBOURNE



CARLTON SC



SOUTH MELBOURNE

MARCONI FAIRFIELD

GIPPSLAND FALCONS

1. Michael Petkovic
2. Steve Iosifidis
3. Fausto De Amicis
4. Nick Orlic
5. Con Blatsis
6. David Clarkson
7. Steve Panopoulos
8. Vaughan Coveny
9. Paul Trimboli
10. Michael Curcija
11. Billy Damianos
12. Con Boutsianis
13. Jason Polak
15. Goran Lozanovski
16. Tansell Baser
17. John Anastasiadis
18. Robert Liparoti
19. George Goutzoulis
20. Chris Jones
21. John Tambouras
22. Frank Catalono

1. Ante Covic
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3. Mark Babic
4. Mario Ansalidi
5. Dominic Longo
6. Luke Casserly
7. Christian Care
8. Darren McDonald
9. Mauro Van Cuylenberg
10. Brad Maloney
11. Luke Tornich
12. Manis Lamond
13. Guiseppe Marino
14. Buddy Farah
- 15.
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17. Francis Awaritefe
18. Jane Talceviski
19. Brendan Renaud
20. Mike Gibson
21. Paul Souris
23. Vlado Zoric

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2. Clayton Bell
3. Claudio Canosa
4. Manny Gotis
5. Tony Sekulic
6. Nick Palamaras
7. Doug Marcina
8. Nick Tsalatas
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16. Paul Byrne
17. Willy Hastie
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19. Hugo Gimenez
20. Bojo Jeurdevic
21. Zlatko Mihajlovic
- 22.

Shots at Goal :
Corners :
Free Kicks :
Offsides :

Shots at Goal:
Corners :
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Offsides :

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Corners :
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Referee:
Crowd:
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PERTH GLORY

1. Tom Maras
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- 3.
4. Gavin Wilkinson
5. Vinko Buljubasic
6. Gareth Naven
7. Scott Miller
8. Paul McVittie
9. Paul Strudwick
10. Bobby Despotovski
11. Ernie Tapai
12. Doug Itheir
13. James R. Afkos
15. Peter Vukmirovic
16. Samson Slasia
17. Scott Halpin
18. Danny Hay
19. Anthony Carbone
20. Tony Franken
21. Peter Anosike

Shots at Goal :
Corners :
Free Kicks :
Offsides :

Referee:
Crowd:
Weather:



CARLTON SC

1. Dean Anastasiadis
2. Robert Trajkovski
3. Marcus Stergiououlos
4. Alan Hunter
5. Sean Douglas
6. Con Anthopoulos
7. Kresimir Marusic
8. Andy Vargas
9. Daniel Allsopp
10. Lobo Lapsansky
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20. Adrian Cagal
21. David Grbac

Shots at Goal:
Corners :
Free Kicks :
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1997-98 SENIORS SQUAD



JOHN ANASTASIADIS
Position Midfielder
Born 13-8-88
Height 179cm
Weight 76kg
NSL Games
Last Club Paok
Internationals Youth
Debut 1997
Nickname
Shirt No 17



VAUGHAN COVENY
Position Striker
Born 13.12.71
Height 6'2"
Weight 85kg
NSL Games 116
Last Club Wollongong
Internationals New Zealand
Debut 1995
Nickname Kiwi
Shirt No 8



TANSELL BASER
Position Defender
Born 17.4.78
Height 190cm
Weight 75kg
NSL Games 25
Last Club Broadmeadows
Internationals Youth
Debut 1995
Nickname
Shirt No 16



MICHAEL CURCIJA
Position Striker
Born 27.6.77
Height 183cm
Weight 80kg
NSL Games 32
Last Club AIS
Internationals Youth
Debut 1995
Nickname
Shirt No 10



CON BLATIS
Position Defender
Born 6.7.77
Height 190cm
Weight 88kg
NSL Games 37
Last Club AIS
Internationals Youth
Debut 1995
Nickname Blats
Shirt No 5



BILL DAMIANOS
Position Midfielder
Born 18.4.77
Height 174cm
Weight 70kg
NSL Games 57
Last Club Sunshine GC
Internationals Youth
Debut 1994
Nickname
Shirt No 11



CON BOUTSIANIS
Position Midfielder
Born 27.12.71
Height 5'10"
Weight 75kg
NSL Games 37
Last Club Collingwood
Internationals
Debut 1988
Nickname Bootsi
Shirt No 12



FAUSTO DE AMICIS
Position Defender
Born 26.6.68
Height 170cm
Weight 65kg
NSL Games 139
Last Club Melbourne Knights
Internationals Socceroo
Debut 1996
Nickname
Shirt No 3



DAVID CLARKSON
Position Midfielder
Born 1.2.68
Height 176cm
Weight 70kg
NSL Games 108
Last Club Happy Valley HK
Internationals
Debut 1996
Nickname Clarky
Shirt No 6



GEORGE GOUTZIOULIS
Position Midfielder
Born 18.1.78
Height 180cm
Weight 69kg
NSL Games 2
Last Club Bentlylgh Greens
Internationals
Debut 1996
Nickname Shaggy
Shirt No 19

PLAYER PROFILES



STEVE IOSIFIDIS
Position Midfielder
Born 28.12.73
Height 184cm
Weight 76kg
NSL Games 37
Last Club Heidelberg UTD
Internationals
Debut 1996
Nickname Yosa
Shirt No 2



MICHAEL PETKOVIC
Position Goalkeeper
Born 16.7.78
Height 6'3"
Weight 80kg
NSL Games 41
Last Club Perth Kangaroos
Internationals Olyroos
Debut 1995
Nickname Petka
Shirt No 1



ROBERT LIPAROTI
Position Defender
Born 2.4.78
Height 6'4"
Weight 85kg
NSL Games 1
Last Club Bulleen
Internationals
Debut 1996
Nickname Lipa
Shirt No 18



JASON POLAK
Position Midfielder
Born 9.1.68
Height 5'11"
Weight 80kg
NSL Games 183
Last Club Newcastle Breakers
Internationals Socceroo
Debut 1992
Nickname
Shirt No 13



GORAN LOZANOVSKI
Position Midfielder
Born 11.1.74
Height 180cm
Weight 86kg
NSL Games
Last Club Collingwood
Internationals Socceroo
Debut 1997
Nickname Loza, Gribbo
Shirt No 15



PAUL TRIMBOLI
Position Striker
Born 25.2.69
Height 173cm
Weight 74kg
NSL Games 290
Last Club Sunshine GC
Internationals Socceroo
Debut 1988
Nickname Trimmers
Shirt No 9



NICK ORLIC
Position Defender
Born 8.8.70
Height 6'3"
Weight 92kg
NSL Games 98
Last Club UTS Olympic
Internationals
Debut 1996
Nickname
Shirt No 4



Manager/Coach:
Ange Postecoglou



Assistant Coach
Carl Halford



STEVE PANOPOULOS
Position Midfielder
Born 23.6.75
Height 169cm
Weight 68kg
NSL Games 77
Last Club Oakleigh
Internationals
Debut 1992
Nickname Pana
Shirt No 7



Assistant Coach
Mike Petersen

1970

In 1970 South Melbourne concentrated its funds on recruiting local players, having learned by its past mistakes. Centre back Steve Walker came from the Lions for \$3500 and striker Jimmy Armstrong from Hakoah for \$6000. They went on to become two of South Melbourne's all-time favourite sons.

Ulysses Kokkinos returned from Greece where he had gone to try his luck. His return cost South Melbourne \$2000. Goalkeeper Tim Augar, winger Geoff Gould and fullback Alan Rutherford, who went on to represent the State, were imported from England. Brodie returned to lead the club to its successful Ampol Cup victory but he quit soon afterwards, leaving the job to former Polonia and Victorian champion Vic Janczyk.

Unfortunately it was Juventus' year and South ended up finishing 5th.

Team	P	W	D	L	F	A	Pts
Juventus	22	15	5	2	47	24	35
Melbourne	22	14	5	3	44	17	33
JUST	22	13	5	4	50	30	31
Croatia	22	10	7	5	36	20	27
Sth Melbourne Hellas	22	9	9	4	36	27	27
Wilhelmina	22	9	6	7	43	28	24
Hakoah	22	7	7	8	33	37	21
Polonia	22	8	4	10	34	43	20
George Cross	22	6	5	11	32	37	21
Alexander	22	4	3	15	27	49	11
Lions	22	2	5	15	24	61	9
Slavia	22	1	7	14	12	45	9

1971

Season Highlights

- State League Cup finalist (2-3 loss Croatia)
- Jim Armstrong scores 14 goals.

South Melbourne's bid for 1971 title was hampered by the loss of striker Ulysses Kokkinos who, midway through the season, returned to Greece to yet again try his luck. Kokkinos started in 1971 in great style scoring three goals in the Ampol Cup and two in the State team's match against Toyo Kogyo of Japan.

Perhaps Kokkinos would have made the one point difference necessary for South to win the title.

Making a welcome return to the team after having spent most of the season on the sidelines was Ernie Ackerley who scored four valuable goals in the last four games of the season... two of them against eventual Champions Footscray JUST in a 3-2 win.

Team	P	W	D	L	F	A	Pts
JUST	22	14	5	3	48	17	33
Sth Melbourne Hellas	22	12	8	2	41	16	32
Croatia	22	11	5	6	33	21	27
Melbourne	22	12	3	7	32	23	27
Wilhelmina	22	9	4	8	40	28	24
George Cross	22	8	8	6	31	37	24
Polonia	22	9	4	9	21	26	22
Juventus	22	8	5	9	37	38	21
Hakoah	22	9	8	11	21	30	20
Box Hill	22	5	8	11	15	34	16
Alexander	22	4	5	13	34	41	13
Lions	22	1	3	18	36	50	5

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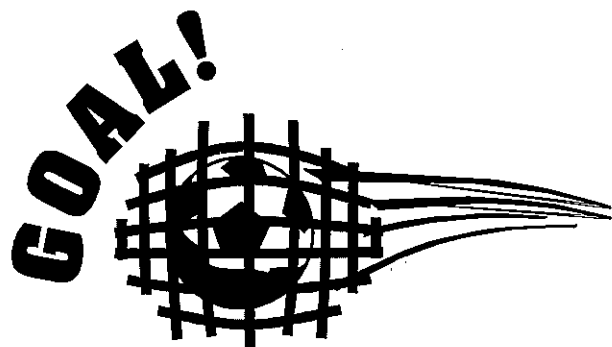
**Princess Park
Cnr Bambra Road and Dover Street
Caulfield
Melways ref: 68 B6**

Training and registration for the 1998 Winter season will commence on Thursday 29th January , at 6.30pm, at the above location

Interested Junior Players and officials are requested to attend

Mr. Manny Poulakakis, FA Advanced Coaching License and former Coach of South Melbourne Soccer Club, will be the coaching co-ordinator

Interested parties should contact the Secretary, Peter Bellomo on tel: 9500-9820ah



A black and white advertisement for Coca-Cola. At the top, the word "Enjoy" is written in a small font above the large, iconic Coca-Cola script logo. Below the logo is a photograph of a soccer player in a dark jersey, captured in a dynamic pose as if celebrating or about to kick a ball. At the bottom of the advertisement, the text "Supporting Australian Soccer" and "As We Take On The World" is written in a bold, sans-serif font. To the right of this text is a small Coca-Cola logo.

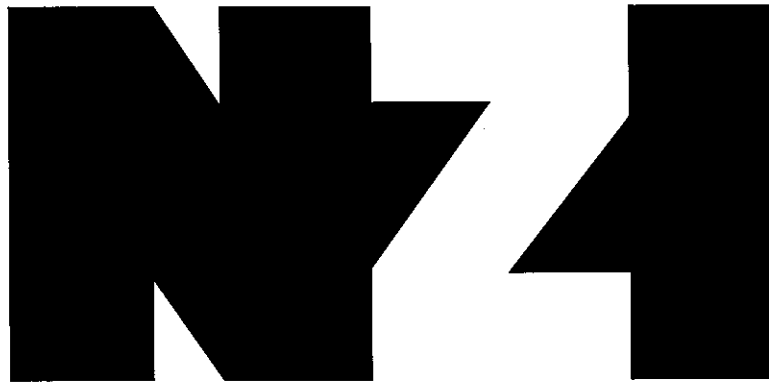
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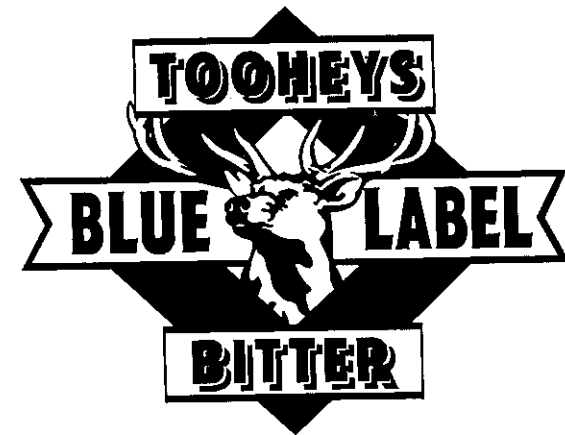
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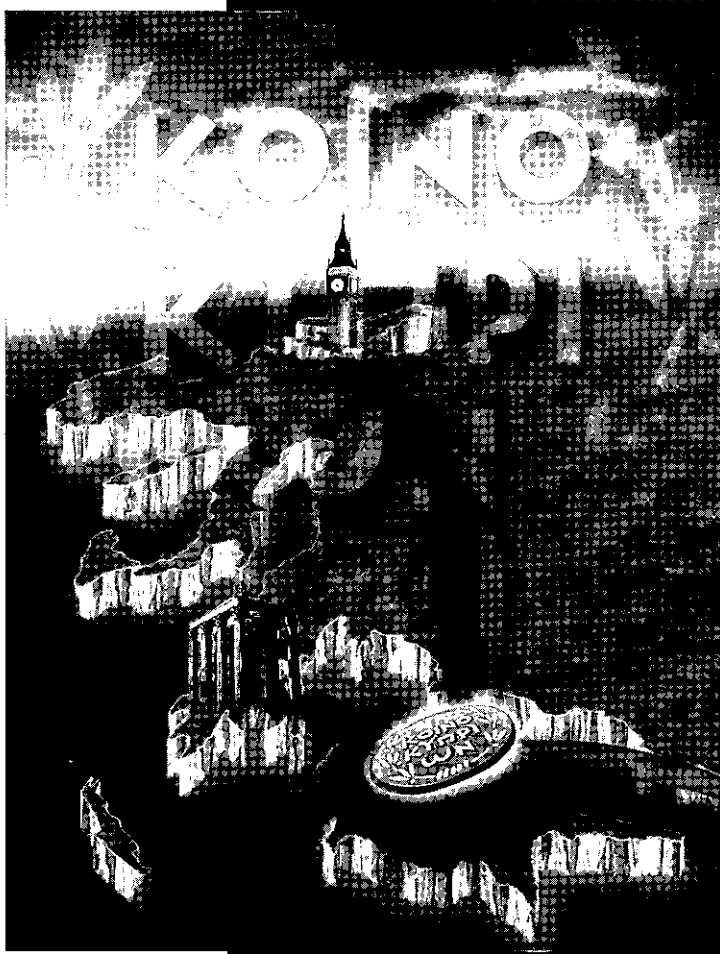
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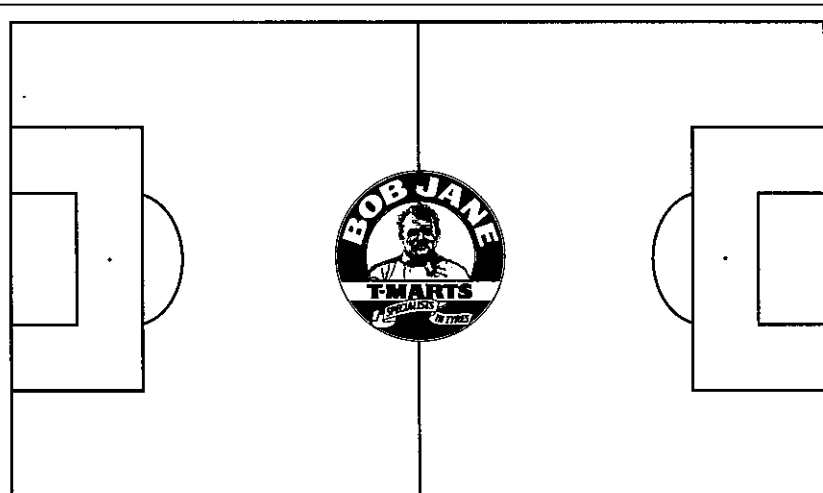
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Entry inside the perimeter fence of the playing area is prohibited at all times and offenders will be prosecuted. All spectators are requested to vacate the ground within 15 minutes of the end of the final game. Police may be requested to remove any unauthorised persons who remain after the stipulated time. The setting alight of, or the igniting or discharging of any type of object, including fireworks, signal or smoke flares, is strictly prohibited.

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Supporters Group - COMMENT

"We've got a five-year plan in place, where we want to be in the year 2000 and beyond and how we're going to get there. How to entice more sponsors and keep them happy, how to get more of the younger supporters who will be the lifeblood of this club." This revelation came courtesy of the last issue of Soccer Australia magazine in an interview with South Melbourne President, Mr George Vasilopoulos. One could be forgiven for questioning if such a document exists. If indeed it does it would surely have to be South Melbourne's best kept secret. The supporters and members certainly don't know about it, there was certainly no mention of it at the Club's most recent Annual General Meeting. I think most of us would settle to see a five day plan.

Assuming a plan does exist, the next question which arises is; Is it being adhered to ? Lets briefly discuss the following areas: Sponsorship, the team, supporters & marketing.

From our understanding sponsorship is at an all time high, the Club is to be commended in this area. It is an encouraging sign that Souths already have the backing of large companies such as Puma, Bob Jane Corp. Tooheys, NZI and of course Tim&Terry. This however is just the tip of the iceberg, there are no doubt many other large companies itching to pour some money into soccer but are hesitant and feel that the product appeals only to a 'niche' market. The recent talk of the Club returning back to the "Hellas" nickname would only reinforce the perception that South Melbourne is exclusively for the 'Greek' community. This would be a backward step. Why would a sponsor limit their exposure ? More importantly, why would the Club limit their appeal ?

On the field the Club scores highly...excuse the pun. Souths are currently top of the table, had four representatives (Lozanovski, Trimboli, De Amicis & Petkovic) in the recent Socceroo squad which competed in the Optus World Series, and also have a host of Olyroo hopefuls which will form an integral part for Australia's campaign to win a gold medal on home soil at the Sydney 2000 Olympics. Together with Club legends - Ange Postecoglou at the helm and his assistants Mickey Petersen and Carl Halford, South Melbourne have a winning formula. Not only a winning formula, but an extremely marketable commodity. More recognition and promotional opportunities need to be given to the players. It is well documented the unfortunate way Paul Wade was 'thanked' for his service to the Club, despite Frank Arok making it clear that he was not required. Wadey and other SM heroes should be an integral part of the Club. Australia would have to be the only country in the world where its administrators are probably more well known than the players.

There are other areas in which South Melbourne could be performing much better. For a start, an area in which we feel we are an authority to comment on is the issue of *"how to get more of the younger supporters, who will be the lifeblood of this club."* Feeling part of the Club and participation is a major factor. Conducting your club's Annual General Meeting in a foreign language will not help. If you attended the last AGM you will know what we are talking about. If your aim is to alienate supporters, then the board get bonus points for this one. How can people possibly participate and join in the debate when the simplest form of communication is denied to them ? The Club often talk about a lost generation of supporters, the twenty and thirty somethings who for one reason or another have been lost to other sports, and interests. Perhaps there is a feeling that not enough is being done to progress the club ? What do you think ? Drop us a line.

NB: The Supporters Group would like to apologize for the sub-standard issue of "Inside Lakeside" which was produced for our last home game against Newcastle. Due to a small dispute between ourselves and the Club over the inaugural Supporters Group newsletter, there was limited contribution to the programme from the Supporters Group.

Supporters Group Address
MSG PO Box 2055 Lygon Street, North 3057

THE MOUTH



AT SOUTH

Well it's been quite a number of weeks since I last let you know what was going on in the world of gossip, so without further wait, here is the latest;

- Optus Blues come to Lakeside.... Rumor has it that new boys Carlton, are already facing problems with their home ground. Optus Oval, concerning the state of the pitch (mainly the cricket pitch) and the clash with AFL games, And are considering a move. and to where you say. Could we be seeing another shade of Blues gracing the field at BJS? Who Knows??
- It seems though, that Carlton aren't the only ones with this problem, and the other team aren't even playing yet!! Yes, looks like the newcomers to next season, the Northern Spirit are already getting headaches.! The same pitch problem has arisen for the spirit with their home ground, North Sydney Oval !!!
- Is it train? NO... Is it speeding bullet ? Maybe.... It's a super soccer player well, that what this certain player was telling the girls on each of his arms at a certain nightclub in Adelaide! Looks like he thought he was Clark Kent, even wearing the same glasses CK wears

Congratulations to Liz and John Araps on the birth of their beautiful baby boy Dylan on Thursday, 11th February 1998. We wish both Little Dylan and his parents all the best for the future

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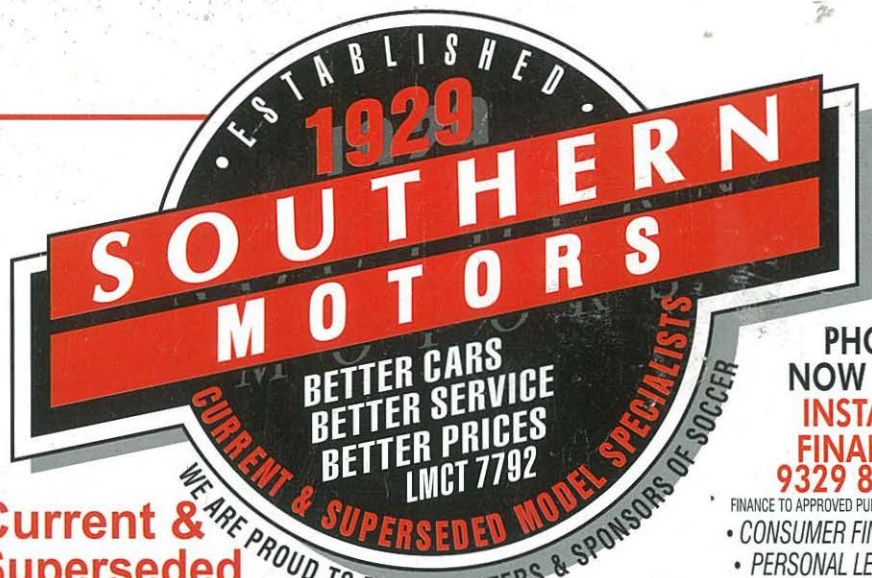
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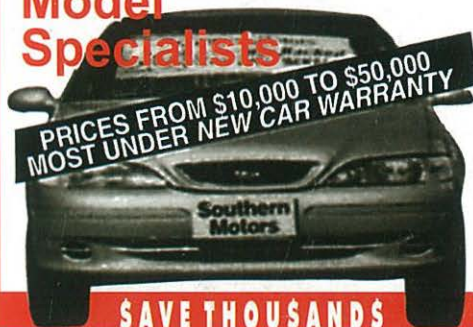


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